

FRITZ 36984  
AMENDMENTS  
12-6-12

Proposed Substitute showing changes  
RESOLUTION No.

Accept

Adopt the recommendations of the Northwest District Parking Management Plan Final Draft dated June 2012 and create a Transportation Management Association for the district (Resolution)

WHEREAS, the Northwest District is a vital, active and dense urban neighborhood that represents a unique and important area for employment, residences, educational, religious and medical institutions and retail businesses; and

WHEREAS, parking management is a recognized concern of the Northwest District since 1999 when the business community, residential community and the city began the process to adopt an on-street parking plan; and

WHEREAS, Policy 4 of the Northwest District Plan, adopted 2003 and readopted 2009, recommends better management of the on-street parking supply, establishment of a Transportation Management Association and increasing the supply of off-street parking; and

WHEREAS, Portland City Council Resolution No. 36744, adopted October 21, 2009, directs the Bureau of Transportation to begin implementation of a comprehensive on-street parking plan, establish a meter district, create a Parking Management Association with a revenue allocation plan and bring an ordinance to the Portland City Council creating permit and meter districts; and

WHEREAS, the latest Northwest District Parking Management Plan addresses key issues that encompass current deficiencies in the utilization of available parking in the District as well as impediments to the future growth of private parking; and

WHEREAS, a Stakeholder Advisory Committee made up of a diverse group of property owners, business owners and representatives from the residential community, met between April 2010 and November 2011 to guide the development of the Northwest District Parking Management Plan; and

WHEREAS, in September and October, 2011, three community involvement workshops, facilitated by Mayor Adams, were held to discuss the proposed draft plan elements, identify specific concerns and solicit public input; and

WHEREAS, this Northwest District Plan is modeled on recognized parking management best practices and developed with input from professional experts in the fields of parking management, urban economics and market research; and

WHEREAS, the Northwest District Plan recommends the formation of a Transportation Management Association to evaluate district transportation needs and priorities and set forth priority projects and programs to support and facilitate more efficient transportation access to the Northwest District;

WHEREAS, to ensure public input, collaboration and flexibility in the implementation of the Northwest District Parking Management Plan, it is appropriate to adopt a phased approach.

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NOW, THEREFORE, BE IT RESOLVED, that the Northwest District Parking Management Plan Final Draft Report, attached as Exhibit A, is amended to allow 100% employee eligibility for parking permits; and

Deleted: City of Portland adopt the  
Deleted: as Binding City Policy

BE IT FURTHER RESOLVED, that the map showing the permit district and the meter district is amended to include the CLASS Academy; and

BE IT FURTHER RESOLVED, that the City of Portland accept the Northwest District Parking Management Plan Final Draft Report as amended ("NW Parking Plan"); and

Deleted: adopt

BE IT FURTHER RESOLVED, that Commissioner in charge of the Bureau of Transportation be directed to establish a Transportation Management Association ("TMA") for the district, with an organizational framework substantially as attached in Exhibit B, and appoint the Association Board; and

BE IT FURTHER RESOLVED, that the Bureau of Transportation is directed to implement programs for permit parking recommended by the NW Parking Plan and work with the TMA in a manner consistent with the phasing plan attached as Exhibit C, which is adopted as Binding City Policy; and

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Deleted: Northwest  
Deleted: District  
Deleted: Management

BE IT FURTHER RESOLVED, that City Council gratefully acknowledges the excellent work and dedication of the Stakeholder Advisory Committee and other community members who participated in the parking plan process.

Adopted by the Council,

Mayor Sam Adams  
Prepared by: Bill Hoffman/vrl  
Date Prepared: 11/19/12

**LaVonne Griffin-Valade**  
AUDITOR OF THE CITY OF PORTLAND  
By

Deputy

36984

**Parsons, Susan**

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**From:** Fritz, Amanda  
**Sent:** Thursday, December 13, 2012 11:54 AM  
**To:** Parsons, Susan; Hoffman, Bill; Bizeau, Tom  
**Cc:** Moore-Love, Karla  
**Subject:** RE: NW Parking Plan Resolution as amended, please confirm

Thank you for clarifying.

At the hearing, I orally added the additional areas I amended the Resolution, to add another Be It Further Resolved after the amendment to add Class Academy, to add the language you attached to Exhibit A. It's OK to have it there too, but I placed it in the Resolution so it's all in one place. So adding the Resolution after the Class Academy clause,

BE IT FURTHER RESOLVED, that the map showing the permit district and the meter district is amended to include the remaining portion of NW Savier and NW Raleigh from NW 29<sup>th</sup> to their dead ends; NW 29<sup>th</sup> from Raleigh to Quimby; NW Quimby from 29<sup>th</sup> to NW 30<sup>th</sup>; and NW 30<sup>th</sup> to its dead end on the West and its intersection with NW Cornell on the East; and

Since we're correcting anyway, I made an error in the clause below that - should be "accepts" rather than "accept".

Do we have an amended map showing the two new areas included? I know Bill and Tom have had discussions regarding adding more blocks around the CLASS Academy. Since that was not discussed at the hearing or included in the amendments, the new map should add just the block with CLASS. We can amend it if needed in the next round, if recommended by the TMA.

Thank you,

Amanda

Amanda Fritz  
Commissioner, City of Portland

*The City of Portland is a fragrance free workplace. To help me and others be able to breathe, please avoid using added fragrances when visiting City offices.*

To help ensure equal access to City programs, services and activities, the City of Portland will reasonably modify policies/procedures and provide auxiliary aids/services to persons with disabilities. Call 503-823-2036, TTY 503-823-6868 with such requests or visit [http://www.portlandonline.com/ADA\\_Forms](http://www.portlandonline.com/ADA_Forms)

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**From:** Parsons, Susan  
**Sent:** Thursday, December 13, 2012 9:54 AM  
**To:** Hoffman, Bill; Fritz, Amanda; Bizeau, Tom

12/13/2012

**Cc:** Moore-Love, Karla

**Subject:** NW Parking Plan Resolution as amended, please confirm

Commissioner Fritz and Bill,  
I've put together the "as amended" Resolution and Exhibit B. Also in the record is the amendment page for Exhibit A and the added Exhibit C.

The pdf file attached is the Commissioner's track change on the Resolution and Exhibit B. I used the files from the Commissioner's web site for the final documents.

Please confirm or let me know if you have corrections.

I will send the "as amended" Ordinance and Exhibit A separately.

Thanks.

Sue

Susan Parsons  
Assistant Council Clerk  
City of Portland  
[susan.parsons@portlandoregon.gov](mailto:susan.parsons@portlandoregon.gov)  
503.823.4085

FRITZ 36984  
AMENDMENT  
12-6-12

**TMA**

Chair 1

Residents

At Large Residents 6

Accessibility Advocate 1

Bike/Pedestrian Advocate 1

Businesses/Institutions

At Large Business 4

Education 2

    Public School (1)

    Private School(1)

Hospital 1

Non-Profit Organization 1

Adjacent

Hillside 1

Non-Voting

PBOT

Portland Streetcar Inc

TriMet

Portland Public School

Venture Portland

36984

Adopted 12/6/12

PROPOSED AMENDMENT  
TO  
RESOLUTION EXHIBIT A (NW DISTRICT PARKING MANAGEMENT PLAN),  
FIGURE 1 (RECOMMENDED PARKING MANAGEMENT DISTRICT) AND  
FIGURE 3 (PERMIT AND METER DISTRICT METER BOUNDARY)

Include additional areas in the map as follows:

- ❖ The remaining portion of NW Savier and NW Raleigh from NW 29<sup>th</sup> to their dead ends
- ❖ NW 29<sup>th</sup> from Raleigh to Quimby
- ❖ NW Quimby from 29<sup>th</sup> to NW 30<sup>th</sup>
- ❖ NW 30<sup>th</sup> to its dead end on the West and its intersection with NW Cornell on the East

# Northwest Portland Transportation Management Association

## Organizational Framework

### 1 Mission

The Northwest Portland Transportation Management Association's (TMA) mission is to support a full range of transportation options to increase the neighborhood livability and economic vitality of the Northwest district.

### 2 Objectives

- A. Reduce auto trips by employees, visitors, and residents to, from, and within the neighborhood.
- B. Support, through transportation projects, the economic vitality of the district and the efforts to maintain a friendly atmosphere for visitors.
- C. Promote safety through traffic calming and improvements to the pedestrian environment.
- D. Consistent with Policy 4 of the NW District Plan, create a limited supply of additional off-street structured parking to support Northwest's vibrant main streets.
- E. Increase awareness of—and promote—transit, bicycling and walking options for Northwest residents, employees, and visitors.
- F. Support improved public health through promoting such active transportation options
- G. Determine and effectively manage opportunities for shared off-street parking.
- H. Advise the City on the use of the community's share of on-street parking revenues for transportation-related projects.
- I. Develop baseline travel and parking data, define measures of success, monitor travel behavior and provide ongoing stewardship of the district's parking and transportation systems.
- J. Advise the Bureau of Transportation on matters related to paid parking, the permit program and event-day management.

The mission and objectives of the TMA are intended to complement City and neighborhood land use and transportation policies and to provide guidance for the development of more detailed projects, programs and activities.

### 3 TMA Board

#### 3.1 Charter

The TMA shall be chartered by the City Council with authorities and responsibilities consistent with its mission and objectives. The City Council may amend these specific responsibilities on its own motion or upon the recommendation of the TMA.

#### 3.2 Board Membership

Affiliation	Board Places
<b>Chair</b>	<u>1</u>
<del>NWDA Representation</del> <b>Residents</b>	<del>2</del>
<del>Homeowner or Tenant</del>	
<del>At Large Residents</del>	<del>6</del>
<del>Accessibility Advocate</del>	<del>1</del>
<del>Bike/Pedestrian Advocate</del>	<del>1</del>
<del>NHBA Representation</del>	<del>2</del>
<del>Retail, Restaurant, Theater or Commercial Property</del>	
<del>Businesses/Institutions</del>	
<del>At Large Businesses</del>	<del>4</del>
<del>Education</del>	<del>2</del>
<del>Public School (1)</del>	
<del>Private School (1)</del>	
<del>Hospital</del>	<del>1</del>
<del>Non-Profit Organization</del>	<del>1</del>
<b>At-Large Representation</b> <b>Adjacent</b>	
<del>Large Employer,</del>	
<del>Apartment Management,</del>	
<del>Property owner (2)</del>	
<del>Religious Institutions,</del>	
<del>Social Service Agency,</del>	
<del>Pedestrian Advocate,</del> <sup>2</sup>	
<del>Bicycle Advocate,</del> <sup>4</sup>	
<del>Accessibility Advocate,</del> <sup>3</sup>	
<del>Professional Office,</del>	
<del>Venture Portland,</del>	
<del>PTA Representative</del>	
Hillside Neighborhood	<u>1</u>
<b>Non-Voting Representation</b>	<del>4</del> <u>5</u>
PBOT	
Portland Streetcar	
TriMet	
Portland Public Schools	
<del>Venture Portland</del>	
<b>Total</b>	<del>21</del> <u>23</u>
	<del>17</del> <u>18</u> Regular
	<del>4</del> <u>5</u> Non-Voting

All Board members will be appointed by the Commissioner-in-charge of the Bureau of Transportation. Board members will be asked to serve 3-year terms, and they may be re-appointed for one additional term. Initial appointees will serve staggered terms of 1, 2 or 3-year duration to provide continuity.

Deleted: Footnotes:¶  
 <#>Nominated by Bicycle Transportation Alliance¶  
 <#>Nominated by OregonWalks (formerly Willamette Pedestrian Coalition)¶  
 <#>Nominated by TriMet Committee on Accessibility¶

### 3.3 Removal

The Commissioner in charge of the Bureau of Transportation may remove a Board member from office based on his/her discretion or at the request of the organization that nominated the member.

### 3.4 Powers

The TMA shall be empowered to advise the City on all matters related to the management of transportation and parking within the District. The TMA shall collaborate with the Northwest District Association and the Nob Hill Business Association and, through the TMA's membership, facilitate communication to determine appropriate priorities for action.

Pay station revenue may assist in funding the TMA's projects, programs and activities consistent with City policy and the organization's mission and objectives, if approved by the Commissioner in charge of PBOT, after first notifying members of Council.

Deleted: must approve the use of pay station revenue

### 3.5 Responsibilities

The TMA shall be responsible for the following actions:

- Advise the City regarding priorities for funding projects and programs.
- Monitor the TMA's budget, revenues, and expenditures and report on budget and accomplishments to the City on an annual basis.
- Implement Travel Demand and Parking Management Programs, upon approval by the Commissioner in charge after notifying the City Council.
- Monitor and report on transportation and parking management in the District.
- Facilitate where possible the shared use of off-street parking.
- Report to the PBOT Director, Commissioner, and Council evaluating each phase of the parking plan's implementation and advising on when and whether to implement the next phase.

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### 3.6 Organization and Decision-Making

#### 3.6.1 Organization

Officers shall include a Chair, Vice-Chair, Secretary/Treasurer, as well as the Committee Chairpersons. The Board shall have the authority, by Board action, to establish Committees and delegate responsibilities. The Board shall set a regular schedule of meeting dates each year. All meetings of the Board shall be conducted in a manner that fulfills the public meeting requirements of the City of Portland and the State of Oregon.

Committees shall serve to assist in fulfilling key objectives of the TMA. The Committee structure should, as a minimum, include the following areas:

- Executive Committee
- Travel Demand Committee
- Parking Management Committee

### 3.6.2 Decision Making

The decision-making process for the TMA will primarily be consensus driven. Through a process of discussion and compromise, consensus decision-making will enable the group to reach a final decision that everyone can support. A quorum of ten regular Board members (excluding non-voting members) must be present for a Board action. If the group finds it impossible to find a fair solution that has the consent of all parties, the group may decide to state all positions for the record and then call for a vote. Following Robert's Rules of Order, a member of the group proposes a certain solution or action. The motion requires a second and must be stated by the chair before discussion can start. After discussion, there is a call for a vote. The motion passes by a majority vote.

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## 4 Funding

### 4.1 Revenue Allocation

The allocation of pay station parking revenue shall conform to the *City of Portland Parking Meter Policy*, adopted January 1996, and the *NW District Parking Management Plan*, and implementing Resolution and Ordinance, adopted December 2012. The TMA will receive 51% of net revenue derived from metered parking within the District for the purpose of staff, programs and projects that implement the organization's mission and objectives.

## 5 Evolution to Non-Profit Status

After a five-year establishment period, the TMA may request of Council to re-charter and operate under non-profit status. At such time the TMA will adopt a set of Bylaws to govern this new organization, and the Council will re-evaluate the budget.

Revised

Portland, Oregon

## FINANCIAL IMPACT and PUBLIC INVOLVEMENT STATEMENT For Council Action Items

(Deliver original to Financial Planning Division. Retain copy.)

1. Name of Initiator Bill Hoffman		2. Telephone No. 503-823-7219	3. Bureau/Office/Dept. Transportation/ Development Services & Capital Program
4a. To be filed (date): December 6, 2012	4b. Calendar (Check One) Regular <input checked="" type="checkbox"/> Consent <input type="checkbox"/> 4/5ths <input type="checkbox"/>		5. Date Submitted to Commissioner's office and FPD Budget Analyst: November 30, 2012
6a. Financial Impact Section: <input checked="" type="checkbox"/> Financial impact section completed		6b. Public Involvement Section: <input checked="" type="checkbox"/> Public involvement section completed	

**1) Legislation Title:** Adopt the recommendations of the Northwest District Parking Management Plan Final Draft dated June 2012 and create a Transportation Management Association for the district (Resolution)

**2) Purpose of the Proposed Legislation:** To manage parking in the Northwest District.

**3) Which area(s) of the city are affected by this Council item? (Check all that apply—areas are based on formal neighborhood coalition boundaries)?**

- |  |                                    |   |                                |
|--|------------------------------------|---|--------------------------------|
| <input type="checkbox"/> City-wide/Regional                | <input type="checkbox"/> Northeast | <input checked="" type="checkbox"/> Northwest | <input type="checkbox"/> North |
| <input type="checkbox"/> Central Northeast                 | <input type="checkbox"/> Southeast | <input type="checkbox"/> Southwest            | <input type="checkbox"/> East  |
| <input type="checkbox"/> Central City                      |                                    |   |                                |
| <input type="checkbox"/> Internal City Government Services |                                    |   |                                |

### FINANCIAL IMPACT

**4) Revenue:** Will this legislation generate or reduce current or future revenue coming to the City? If so, by how much? If so, please identify the source.

The metered parking program will generate revenue depending on the rate and demand for on-street parking. **The area permit parking program is funded through cost recovery, based on current permit costs of \$60 per year.**

**The amended Plan suggests phased implementation of the proposed Zone M permit program starting in early FY13-14 in the area south of NW Lovejoy and west of NW 18<sup>th</sup>. Zone M replaces Zone L, which was at no charge to the residents. The entire permit program area would be implemented by the end of FY13-14. The total estimated annual revenue from the fully implemented Zone M permit area is \$540,000. Permit revenues will cover permit expenses.**

**Paid parking would be implemented within 18 months.** The Plan suggests using the current on-street meter rate of \$1.60 per hour with hours of operation from 9AM-7PM,

Monday – Saturday. The estimated annual revenue from the meter district is \$3,295,000 in meter fees and \$335,000 in citation revenues; first-year revenues will be lower due to a partial year. Revenues are estimated to pay back startup costs in Year 2-3 depending on demand.

**5) Expense: What are the costs to the City related to this legislation? What is the source of funding for the expense?**

This proposal includes \$767,000 in operational startup costs, \$2,103,000 in annual ongoing costs, and \$1,500,000 one-time capital costs to be debt financed. **Additional costs associated with phasing implementation of the parking plan over 18 months are estimated to be 0.50 FTE per year (total of \$112,500), professional facilitation/mediation services (\$75,000) and professional parking management services (\$75,000) for a total of \$262,500.**

In the first year, the meter district will be partially funded by GTR. Meter revenues are estimated to pay back startup costs in year 2-3 depending on demand and phased implementation. The capital costs include purchasing and installing approximately 170 pay stations and appropriate signage. Annual debt service is projected to be \$330,000 for five years. **APP costs will be recovered from permit fees.**

The level of confidence in these expenses is moderate.

**6) Staffing Requirements:**

- **Will any positions be created, eliminated or re-classified in the current year as a result of this legislation?**

This proposal includes 23 FTE (22 full-time positions and 2 part-time positions) to support the meter district and permit area. This includes 17-1/2 Parking Code Enforcement Officers, 1 Parking Enforcement Supervisor, 1 Office Support Specialist, 1 Engineering Tech II, 1/2 Engineering Tech I, 1 Management Analyst, and 1 Paystation Tech. These positions are included in the FY12-13 Adopted Budget.

- **Will positions be created or eliminated in future years as a result of this legislation?**  
No.

*(Complete the following section only if an amendment to the budget is proposed.)*

**7) Change in Appropriations** *(If the accompanying ordinance amends the budget please reflect the dollar amount to be appropriated by this legislation. Include the appropriate cost elements that are to be loaded by accounting. Indicate "new" in Fund Center column if new center needs to be created. Use additional space if needed.)*

Fund	Fund Center	Commitment Item	Functional Area	Funded Program	Grant	Sponsored Program	Amount

PUBLIC INVOLVEMENT

8) Was public involvement included in the development of this Council item (e.g. ordinance, resolution, or report)? Please check the appropriate box below:

- YES: Please proceed to Question #9.
- NO: Please, explain why below; and proceed to Question #10.

9) If "YES," please answer the following questions:

a) What impacts are anticipated in the community from this proposed Council item? Pay stations will result in more parking available to customers of Northwest District businesses due to turnover and improved traffic circulation. The permit program will result in more parking available to residents, customers and employees.

b) Which community and business groups, under-represented groups, organizations, external government entities, and other interested parties were involved in this effort, and when and how were they involved? The Stakeholder Advisory Committee (SAC) was comprised of a diverse group of residents and business representatives including members of the Nob Hill Business Association, the Northwest District Association, major institutions and property owners.

c) How did public involvement shape the outcome of this Council item? Public involvement was essential in shaping and developing this Council Item. Outreach to the local community was key to articulating the plan.

d) Who designed and implemented the public involvement related to this Council item? The Mayor's office and PBOT Staff reached out to the Northwest District and the neighborhood to create the SAC.

e) Primary contact for more information on this public involvement process (name, title, phone, email): Bill Hoffman, Project Manager, Capital Projects, 503-823-7219, bill.hoffman@portlandoregon.gov.

10) Is any future public involvement anticipated or necessary for this Council item? Please describe why or why not. Future public involvement will be crucial in the evaluation of the effectiveness of the meter district and replacing Zone L with Zone M APPP. The Transportation Management Association (TMA) will ensure that area stakeholders have a voice in supporting a range of options to increase neighborhood livability and economic vitality.

KK 11-19-12

BUREAU DIRECTOR TOM MILLER, Bureau of Transportation